

### Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

#### Listing of Claims:

1-108. (Cancelled)

109. (New) A method, comprising:

receiving one or more advertisements;

receiving advertisement performance information for the one or more advertisements;

identifying one or more content concepts of a document;

receiving, for each content concept of the document, content concept performance information;

determining, for each content concept of the document, at least one of the one or more advertisements associated with the content concept;

modifying, using at least one processor, the advertisement performance information for at least one of the one or more advertisements using the determined content concept performance information for the content concept associated with the at least one of the one or more advertisements; and

forwarding, based on the modified advertisement performance information, at least one of the one or more advertisements.

110. (New) The method of claim 109, wherein the advertisement performance information includes one or more of selection information and impression information for the one or more advertisements.

111. (New) The method of claim 109, wherein the document is a Web page identified by a URL.

112. (New) The method of claim 109, wherein modifying the advertisement performance information for the at least one of the one or more advertisements comprises:

identifying a content concept associated with the at least one of the one or more advertisements; and

receiving content concept performance information associated with the content concept associated with the at least one of the one or more advertisements.

113. (New) The method of claim 109, wherein receiving, for each content concept of the document, the content concept performance information comprises determining, for each content concept of the document, content concept performance information using the advertisement performance information for the at least one of the one or more advertisements associated with the content concept.

114. (New) The method of claim 113, wherein:  
determining, for each content concept of the document, the at least one of the one or more advertisements associated with the content concept comprises determining, for a content concept of the document, a first advertisement and a second advertisement associated with the content concept; and

determining, for each content concept of the document, content concept performance information using the advertisement performance information for the at least one of the one or more advertisements associated with the content concept comprises processing, for the content concept of the document, the advertisement performance information for the first advertisement and the second advertisement associated content concept.

115. (New) The method of claim 109, wherein the concept performance information includes one or more of selection information and impression information for the one or more concepts.

116. (New) The method of claim 109, further comprising determining a confidence measure for the advertisement performance information.

117. (New) The method of claim 116, wherein determining the confidence measure for the advertisement performance information comprises determining a confidence measure for the advertisement performance information based on one or more of the age of data included in the advertisement performance information and the amount of the data included in the advertisement performance information.

118. (New) The method of claim 109, wherein the at least one of the one or more advertisements for which advertisement performance information is modified is the same as the forwarded at least one of the one or more advertisements.

119. (New) The method of claim 109, wherein the at least one of the one or more advertisements for which advertisement performance information is modified is different from the forwarded at least one of the one or more advertisements.

120. (New) The method of claim 109, wherein forwarding, based on the modified advertisement performance information, the at least one of the one or more advertisements comprises comparing the modified advertisement performance information to a threshold.

121. (New) The method of claim 109, wherein:  
identifying the one or more content concepts of the document comprises identifying a first content concept and a second content concept of the document; and

determining, for each content concept of the document, the at least one of the one or more advertisements associated with the content concept comprises determining that one of the one or more advertisements is associated with both the associated with the first content concept and the second content concept of the document.

122. (New) The method of claim 109, wherein:

receiving the advertisement performance information for the one or more advertisements comprises receiving advertisement targeting information for the one or more advertisements; and receiving the content concept performance information comprises receiving content concept targeting performance information.

123. (New) The method of claim 109, further comprising:  
identifying a first advertisement of the one or more advertisement that does not have advertisement performance information;  
determining at least one of the one or more content concepts of the document associated with the first advertisement;  
receiving content concept information for the at least one of the one or more content concepts associated with the first advertisement; and  
determining, based on the received content concept information for the at least one of the one or more content concepts associated with the first advertisement, advertisement performance information for the first advertisement.

124. (New) The method of claim 123, wherein determining the advertisement performance information for the first advertisement comprises determining a weighted-sum of the content concept information for the at least one of the one or more content concepts associated with the first advertisement.

125. (New) An apparatus comprising one or more processors connected to a storage device, wherein the one or more processors are configured to:  
receive one or more advertisements;  
receive advertisement performance information for the one or more advertisements;  
identify one or more content concepts of a document;  
receive, for each content concept of the document, content concept performance information;  
determine, for each content concept of the document, at least one of the one or more advertisements associated with the content concept;

modify the advertisement performance information for at least one of the one or more advertisements using the determined content concept performance information for the content concept associated with the at least one of the one or more advertisements; and

forward, based on the modified advertisement performance information, at least one of the one or more advertisements.

126. (New) The apparatus of claim 125, wherein the advertisement performance information includes one or more of selection information and impression information for the one or more advertisements.

127. (New) The apparatus of claim 125, wherein the document is a Web page identified by a URL.

128. (New) The apparatus of claim 125, wherein the one or more processors are configured to modify the advertisement performance information for the at least one of the one or more advertisements by:

identifying a content concept associated with the at least one of the one or more advertisements; and

receiving content concept performance information associated with the content concept associated with the at least one of the one or more advertisements.

129. (New) The apparatus of claim 125, wherein the one or more processors are configured to receive, for each content concept of the document, the content concept performance information by determining, for each content concept of the document, content concept performance information using the advertisement performance information for the at least one of the one or more advertisements associated with the content concept.

130. (New) The apparatus of claim 129, wherein the one or more processors are configured to:

determine, for each content concept of the document, the at least one of the one or more advertisements associated with the content concept by determining, for a content concept of the document, a first advertisement and a second advertisement associated with the content concept; and

determine, for each content concept of the document, content concept performance information using the advertisement performance information for the at least one of the one or more advertisements associated with the content concept by processing, for the content concept of the document, the advertisement performance information for the first advertisement and the second advertisement associated content concept.

131. (New) The apparatus of claim 125, wherein the concept performance information includes one or more of selection information and impression information for the one or more concepts.

132. (New) The apparatus of claim 125, wherein the one or more processors are further configured to determine a confidence measure for the advertisement performance information.

133. (New) The apparatus of claim 132, wherein the one or more processors are configured to determine the confidence measure for the advertisement performance information by determining a confidence measure for the advertisement performance information based on one or more of the age of data included in the advertisement performance information and the amount of the data included in the advertisement performance information.

134. (New) The apparatus of claim 125, wherein the at least one of the one or more advertisements for which advertisement performance information is modified is the same as the forwarded at least one of the one or more advertisements.

135. (New) The apparatus of claim 125, wherein the at least one of the one or more advertisements for which advertisement performance information is modified is different from the forwarded at least one of the one or more advertisements.

136. (New) The apparatus of claim 125, wherein the one or more processors are configured to forward, based on the modified advertisement performance information, the at least one of the one or more advertisements by comparing the modified advertisement performance information to a threshold.

137. (New) The apparatus of claim 125, wherein the one or more processors are configured to:

- identify the one or more content concepts of the document by identifying a first content concept and a second content concept of the document; and

- determine, for each content concept of the document, the at least one of the one or more advertisements associated with the content concept by determining that one of the one or more advertisements is associated with both the associated with the first content concept and the second content concept of the document.

138. (New) The apparatus of claim 125, wherein the one or more processors are configured to:

- receive the advertisement performance information for the one or more advertisements by receiving advertisement targeting information for the one or more advertisements; and

- receive the content concept performance information by receiving content concept targeting performance information.

139. (New) The apparatus of claim 125, wherein the one or more processors are further configured to:

- identify a first advertisement of the one or more advertisement that does not have advertisement performance information;

- determine at least one of the one or more content concepts of the document associated with the first advertisement;

- receive content concept information for the at least one of the one or more content concepts associated with the first advertisement; and

determine, based on the received content concept information for the at least one of the one or more content concepts associated with the first advertisement, advertisement performance information for the first advertisement.

140. (New) The apparatus of claim 139, wherein the one or more processors are configured to determine the advertisement performance information for the first advertisement by determining a weighted-sum of the content concept information for the at least one of the one or more content concepts associated with the first advertisement.

141. (New) A storage device storing a computer program comprising one or more code segments that, when executed, cause at least one processor to:

- receive one or more advertisements;
- receive advertisement performance information for the one or more advertisements;
- identify one or more content concepts of a document;
- receive, for each content concept of the document, content concept performance information;

- determine, for each content concept of the document, at least one of the one or more advertisements associated with the content concept;

- modify the advertisement performance information for at least one of the one or more advertisements using the determined content concept performance information for the content concept associated with the at least one of the one or more advertisements; and

- forward, based on the modified advertisement performance information, at least one of the one or more advertisements.

142. (New) The storage device of claim 141, wherein the advertisement performance information includes one or more of selection information and impression information for the one or more advertisements.

143. (New) The storage device of claim 141, wherein the document is a Web page identified by a URL.



144. (New) The storage device of claim 141, wherein the one or more code segments that, when executed, cause the at least one processor to modify the advertisement performance information for the at least one of the one or more advertisements comprise one or more code segments that, when executed, cause the at least one processor to:

identify a content concept associated with the at least one of the one or more advertisements; and

receive content concept performance information associated with the content concept associated with the at least one of the one or more advertisements.

145. (New) The storage device of claim 141, wherein the one or more code segments that, when executed, cause the at least one processor to receive, for each content concept of the document, the content concept performance information comprise one or more code segments that, when executed, cause the at least one processor to determine, for each content concept of the document, content concept performance information using the advertisement performance information for the at least one of the one or more advertisements associated with the content concept.

146. (New) The storage device of claim 145, wherein the one or more code segments that, when executed, cause the at least one processor to:

determine, for each content concept of the document, the at least one of the one or more advertisements associated with the content concept comprise one or more code segments that, when executed, cause the at least one processor to determine, for a content concept of the document, a first advertisement and a second advertisement associated with the content concept; and

determine, for each content concept of the document, content concept performance information using the advertisement performance information for the at least one of the one or more advertisements associated with the content concept comprise one or more code segments that, when executed, cause the at least one processor to process, for the content concept of the

document, the advertisement performance information for the first advertisement and the second advertisement associated content concept.

147. (New) The storage device of claim 141, wherein the concept performance information includes one or more of selection information and impression information for the one or more concepts.

148. (New) The storage device of claim 141, wherein the one or more code segments further comprise one or more code segments that, when executed, cause the at least one processor to determine a confidence measure for the advertisement performance information.

149. (New) The storage device of claim 148, wherein the one or more code segments that, when executed, cause the at least one processor to determine the confidence measure for the advertisement performance information comprise one or more code segments that, when executed, cause the at least one processor to determine a confidence measure for the advertisement performance information based on one or more of the age of data included in the advertisement performance information and the amount of the data included in the advertisement performance information.

150. (New) The storage device of claim 141, wherein the at least one of the one or more advertisements for which advertisement performance information is modified is the same as the forwarded at least one of the one or more advertisements.

151. (New) The storage device of claim 141, wherein the at least one of the one or more advertisements for which advertisement performance information is modified is different from the forwarded at least one of the one or more advertisements.

152. (New) The storage device of claim 141, wherein the one or more code segments that, when executed, cause the at least one processor to forward, based on the modified advertisement performance information, the at least one of the one or more advertisements

comprise one or more code segments that, when executed, cause the at least one processor to compare the modified advertisement performance information to a threshold.

153. (New) The storage device of claim 141, wherein the one or more code segments that, when executed, cause the at least one processor to:

identify the one or more content concepts of the document comprise one or more code segments that, when executed, cause the at least one processor to identify a first content concept and a second content concept of the document; and

determine, for each content concept of the document, the at least one of the one or more advertisements associated with the content concept comprise one or more code segments that, when executed, cause the at least one processor to determine that one of the one or more advertisements is associated with both the associated with the first content concept and the second content concept of the document.

154. (New) The storage device of claim 141, wherein the one or more code segments that, when executed, cause the at least one processor to:

receive the advertisement performance information for the one or more advertisements comprise one or more code segments that, when executed, cause the at least one processor to receive advertisement targeting information for the one or more advertisements; and

receive the content concept performance information comprise one or more code segments that, when executed, cause the at least one processor to receive content concept targeting performance information.

155. (New) The storage device of claim 141, wherein the one or more code segments further comprise one or more code segments that, when executed, cause the at least one processor to:

identify a first advertisement of the one or more advertisement that does not have advertisement performance information;

determine at least one of the one or more content concepts of the document associated with the first advertisement;

receive content concept information for the at least one of the one or more content concepts associated with the first advertisement; and

determine, based on the received content concept information for the at least one of the one or more content concepts associated with the first advertisement, advertisement performance information for the first advertisement.

156. (New) The storage device of claim 155, wherein the one or more code segments that, when executed, cause the at least one processor to determine the advertisement performance information for the first advertisement comprise one or more code segments that, when executed, cause the at least one processor to determine a weighted-sum of the content concept information for the at least one of the one or more content concepts associated with the first advertisement.